

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
1 November 2001 (01.11.2001)

PCT

(10) International Publication Number  
**WO 01/082178 A3**

(51) International Patent Classification<sup>7</sup>: **G06F 17/60**

(21) International Application Number: PCT/US01/12800

(22) International Filing Date: 20 April 2001 (20.04.2001)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
09/553,961 21 April 2000 (21.04.2000) US

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(81) Designated States (national): AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CO, CU, CZ, DE, DK, EE,

ES, FI, GB, GE, GH, GM, HU, ID, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZW.

(84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

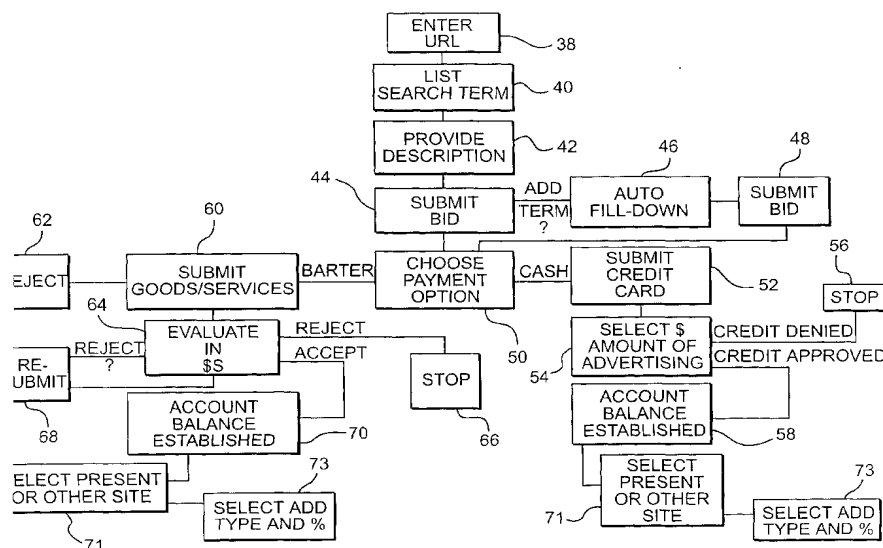
**Published:**

- with international search report
- before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

(88) Date of publication of the international search report:  
19 September 2002

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: SYSTEM AND METHOD OF BIDDING FOR PLACEMENT OF ADVERTISEMENTS IN SEARCH ENGINE



(57) Abstract: A search engine provides greater opportunities for advertisers to increase exposure to relevant consumer bases. One aspect of the invention is to provide a barter-per-placement system in which the advertiser offers a quantity of goods and/or services in exchange for placing advertising in pop-up windows and banner advertisements. Bids for placement in either search results, banner advertisements or pop-up windows can be based on a weighted average value of click throughs. Advertisers bid on a per click basis and then are placed according to the value of bid per click times number of click throughs.



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## INTERNATIONAL SEARCH REPORT

International Application No

PCT/US 01/12800

## A. CLASSIFICATION OF SUBJECT MATTER

IPC 7 G06F17/60

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 7 G06F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

EPO-Internal, WPI Data, PAJ, INSPEC

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	"GoTo Sells Positions" TGE SEARCH ENGINE REPORT, 3 March 1998 (1998-03-03), pages 1-5, XP002119820	1,9,10, 17,22,28
Y	page 1 -page 3	2-8, 11-16, 18-21, 23-27, 29-32
Y	WO 98 36366 A (NORTHERN TELECOM LTD) 20 August 1998 (1998-08-20)  page 6, line 2 -page 8, line 34 -/--	2-8, 11-16, 18-21, 23-27, 29-32



Further documents are listed in the continuation of box C.



Patent family members are listed in annex.

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Date of the actual completion of the international search

3 July 2002

Date of mailing of the international search report

10/07/2002

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International Application No

PCT/US 01/12800

## C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WEISS A: "The evolution of World Wide Web search tools" ONLINE INFORMATION 98. PROCEEDINGS, PROCEEDINGS OF ONLINE INFORMATION 98, LONDON, UK, 8-10 DEC. 1998, pages 289-295, XP001079775 1998, Oxford, UK, Learned Information Europe Ltd, UK ISBN: 1-900871-31-9 page 290, paragraph 10 -page 291, paragraph 1 page 292, paragraph 7 page 293, paragraph 3 ----	1,9,10, 17,22,28
X	W. HILTY: "GoTo.hell - What happens when an onlkin search" OCWEEKLY, 'Online! 11 March 1998 (1998-03-11), pages 1-3, XP002930338 Retrieved from the Internet: <URL:http://www.ocweekly.com/ink/archives/97/27byte-3.11.98-1.html> 'retrieved on 2002-07-03! page 1 -page 3 ----	1,9,10, 17,22,28
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## INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

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